



ADVERTISING ORDER

Agency / Billing Address  
Marketing Resource Group, Inc.  
225 S. Washington Square  
Lansing, MI 48933  
Ph: (517) 372-4400  
Fx: (517) 372-4045

Media Buyer Contact Information  
Kristin M. Keller  
Ph: (313) 792-2511  
[kellermediaconsulting@gmail.com](mailto:kellermediaconsulting@gmail.com)

Advertiser: Michigan Republican Party  
Job Number: 12-MRS-974

Flight Dates: 11/1/12 - 11/5/12

									Thursday - Sunday		Monday			
									November 1 - 4		November 5			
DMA	Station	Network Affiliation	Days	Daypart Start	Daypart End	Program Name	Rate :30 Spot	Rate Type/Class	Spots per Week	Total Gross Cost per Week	Spots per Week	Total Gross Cost per Week	Spots per Flight	Total Gross Cost per Flight
Grand Rapids-Kalamazo	WOOD	NBC	MON-FRI	6:00 AM	7:00 AM	NEWS 8 DAYBREAK II	\$ 2,250.00	ISSUE, UPDATED 10/24		\$ -	1	\$ 2,250.00	1	\$ 2,250.00
Grand Rapids-Kalamazo	WOOD	NBC	MON-FRI	7:00 AM	9:00 AM	TODAY SHOW	\$ 3,500.00	ISSUE, UPDATED 10/24		\$ -	1	\$ 3,500.00	1	\$ 3,500.00
Grand Rapids-Kalamazo	WOOD	NBC	SAT	8:00 AM	10:00 AM	SATURDAY TODAY	\$ 2,500.00	ISSUE, UPDATED 10/24	1	\$ 2,500.00		\$ -	1	\$ 2,500.00
Grand Rapids-Kalamazo	WOOD	NBC	SAT	3:30 PM	7:00 PM	ND FOOTBALL	\$ 450.00		1	\$ 450.00			1	\$ 450.00
Grand Rapids-Kalamazo	WOOD	NBC	SUN	6:00 AM	7:00 AM	NEWS 8 SUNDAY MORNING	\$ 1,200.00	ISSUE, UPDATED 10/24	1	\$ 1,200.00		\$ -	1	\$ 1,200.00
Grand Rapids-Kalamazo	WOOD	NBC	SUN	8:00 AM	9:00 AM	SUNDAY TODAY	\$ 4,000.00	ISSUE, UPDATED 10/24	1	\$ 4,000.00		\$ -	1	\$ 4,000.00
	WOOD Total								4	\$ 8,150.00	2	\$ 5,750.00	6	\$ 13,900.00

NET TOTAL COST \$ 11,815.00	
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